

## Return of Organization Exempt From Income Tax

Department of the Treasury  
Internal Revenue Service

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

► Do not enter social security numbers on this form as it may be made public.

► Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

2017

Open to Public  
Inspection

A For the 2017 calendar year, or tax year beginning

10/01/2017, and ending

09/30, 2018

B Check if applicable:	<b>C Name of organization</b> DALLAS CONVENTION & VISITORS BUREAU  <b>D Doing business as</b> VISITDALLAS  <b>E Number and street (or P.O. box if mail is not delivered to street address)</b> 325 N. ST. PAUL STREET <b>F Room/suite</b> 700  <b>G City or town, state or province, country, and ZIP or foreign postal code</b> DALLAS, TX 75201  <b>H Name and address of principal officer:</b> SAM COATS 325 N. ST. PAUL STREET #700 DALLAS, TX 75201					<b>I Employer identification number</b>
Address change						75-2456622
Name change						
Initial return						
Final return/terminated						
Amended return						
Application pending						
I Tax-exempt status:	501(c)(3)	X 501(c) ( 6 )	◀ (insert no.)	4947(a)(1) or	527	J Website: ► <a href="http://WWW.VISITDALLAS.COM">WWW.VISITDALLAS.COM</a>
K Form of organization:	X Corporation	Trust	Association	Other ►	L Year of formation: 1992	M State of legal domicile: TX

## Part I Summary

<b>Activities &amp; Governance</b>	1 Briefly describe the organization's mission or most significant activities: TO FAVORABLY IMPACT THE DALLAS ECONOMY THROUGH TRAVEL AND TOURISM		
	2 Check this box ► <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3 Number of voting members of the governing body (Part VI, line 1a) . . . . .	3 46.	
	4 Number of independent voting members of the governing body (Part VI, line 1b) . . . . .	4 46.	
	5 Total number of individuals employed in calendar year 2017 (Part V, line 2a) . . . . .	5 103.	
	6 Total number of volunteers (estimate if necessary) . . . . .	6 52.	
	7a Total unrelated business revenue from Part VIII, column (C), line 12 . . . . .	7a 0.	
	b Net unrelated business taxable income from Form 990-T, line 34 . . . . .	7b 46,351.	
	<b>Revenue</b>	Prior Year	Current Year
	8 Contributions and grants (Part VIII, line 1h) . . . . .	7,341,765.	7,281,983.
	9 Program service revenue (Part VIII, line 2g) . . . . .	32,459,413.	35,582,490.
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d) . . . . .	0.	239.
11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) . . . . .	1,077,927.	1,623,876.	
12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) . . . . .	40,879,105.	44,488,588.	
<b>Expenses</b>	Prior Year	Current Year	
13 Grants and similar amounts paid (Part IX, column (A), lines 1-3) . . . . .	0.	0.	
14 Benefits paid to or for members (Part IX, column (A), line 4) . . . . .	0.	0.	
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) . . . . .	10,861,850.	11,376,760.	
16a Professional fundraising fees (Part IX, column (A), line 11e) . . . . .	0.	0.	
b Total fundraising expenses (Part IX, column (D), line 25) ► 0.			
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) . . . . .	26,518,653.	29,790,622.	
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) . . . . .	37,380,503.	41,167,382.	
19 Revenue less expenses. Subtract line 18 from line 12 . . . . .	3,498,602.	3,321,206.	
<b>Net Assets or Fund Balances</b>	Beginning of Current Year	End of Year	
20 Total assets (Part X, line 16) . . . . .	33,779,173.	35,709,298.	
21 Total liabilities (Part X, line 26) . . . . .	6,583,383.	4,447,182.	
22 Net assets or fund balances. Subtract line 21 from line 20. . . . .	27,195,790.	31,262,116.	

## Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

<b>Sign Here</b>	► Signature of officer	Date			
	► Type or print name and title				
<b>Paid Preparer Use Only</b>	Print/Type preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	JEANETTE VERRELLI	<i>Jeanette Verrelli</i>	8/15/2019		P00742631
	Firm's name ► BKD, LLP		Firm's EIN ► 44-0160260		
Firm's address ► 14241 DALLAS PARKWAY, SUITE 1100 DALLAS, TX 75254		Phone no.	972-702-8262		

May the IRS discuss this return with the preparer shown above? (see instructions)  Yes  No

For Paperwork Reduction Act Notice, see the separate instructions.

Form 990 (2017)

**Part III Statement of Program Service Accomplishments**Check if Schedule O contains a response or note to any line in this Part III 

- 1** Briefly describe the organization's mission:

TO FAVORABLY IMPACT THE DALLAS ECONOMY THROUGH TRAVEL &amp; TOURISM

- 2** Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?  Yes  No

If "Yes," describe these new services on Schedule O.

- 3** Did the organization cease conducting, or make significant changes in how it conducts, any program services?  Yes  No

If "Yes," describe these changes on Schedule O.

- 4** Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

**4a** (Code: \_\_\_\_\_) (Expenses \$ \_\_\_\_\_) including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

PROMOTING DALLAS AS A DESTINATION FOR BUSINESS AND PLEASURE TO THE REGIONAL, NATIONAL, AND INTERNATIONAL MARKETPLACE AND TO FAVORABLY IMPACT THE DALLAS ECONOMY THROUGH CONVENTIONS AND TOURISM. THE BUREAU'S EFFORTS HAVE SIGNIFICANTLY INCREASED AWARENESS OF DALLAS LOCALLY, NATIONALLY, AND INTERNATIONALLY AS A TOP CONVENTION CENTER.

**4b** (Code: \_\_\_\_\_) (Expenses \$ \_\_\_\_\_) including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

THE BUREAU UTILIZES THE INTERNET, QUARTERLY EVENT CALENDARS, ANNUAL-MEETING PROFESSIONAL GUIDES AND SEMI-ANNUAL-OFFICIAL VISITORS GUIDES AS WELL AS OTHER MEANS TO PROMOTE CURRENT EVENTS IN DALLAS AND PROMOTE DALLAS AS A TOP CONVENTION AND TOURISM LOCATION.

**4c** (Code: \_\_\_\_\_) (Expenses \$ \_\_\_\_\_) including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)**4d** Other program services (Describe in Schedule O.)

(Expenses \$ \_\_\_\_\_) including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

**4e** Total program service expenses ►

**Part IV Checklist of Required Schedules**

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A.	X	
2 Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I.		X
4 <b>Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II.		
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III.		
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I.		
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II.		
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III.		
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV.		
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V.		
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI.	X	
b Did the organization report an amount for investments-other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII.		
c Did the organization report an amount for investments-program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII.		
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX.		
e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X.		
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X.		
12a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII.	X	
b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional.		
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E.		
14a Did the organization maintain an office, employees, or agents outside of the United States?		
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV.		
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If "Yes," complete Schedule F, Parts II and IV.		
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV.		
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions).		
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II.		
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III.		X

**Part IV Checklist of Required Schedules (continued)**

	Yes	No
<b>20a</b> Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H . . . . .	<b>20a</b>	X
<b>b</b> If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return? . . . . .	<b>20b</b>	
<b>21</b> Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II . . . . .	<b>21</b>	X
<b>22</b> Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III . . . . .	<b>22</b>	X
<b>23</b> Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J . . . . .	<b>23</b>	X
<b>24a</b> Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a. . . . .	<b>24a</b>	X
<b>b</b> Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? . . . . .	<b>24b</b>	
<b>c</b> Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? . . . . .	<b>24c</b>	
<b>d</b> Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? . . . . .	<b>24d</b>	
<b>25a</b> <b>Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I . . . . .	<b>25a</b>	
<b>b</b> Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I . . . . .	<b>25b</b>	
<b>26</b> Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If "Yes," complete Schedule L, Part II . . . . .	<b>26</b>	X
<b>27</b> Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? If "Yes," complete Schedule L, Part III . . . . .	<b>27</b>	X
<b>28</b> Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
<b>a</b> A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV . . . . .	<b>28a</b>	X
<b>b</b> A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV. . . . .	<b>28b</b>	X
<b>c</b> An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV. . . . .	<b>28c</b>	X
<b>29</b> Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M . . . . .	<b>29</b>	X
<b>30</b> Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M . . . . .	<b>30</b>	X
<b>31</b> Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I . . . . .	<b>31</b>	X
<b>32</b> Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II . . . . .	<b>32</b>	X
<b>33</b> Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I . . . . .	<b>33</b>	X
<b>34</b> Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1 . . . . .	<b>34</b>	X
<b>35a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)? . . . . .	<b>35a</b>	X
<b>b</b> If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2 . . . . .	<b>35b</b>	
<b>36</b> <b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2 . . . . .	<b>36</b>	
<b>37</b> Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI . . . . .	<b>37</b>	X
<b>38</b> Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? <b>Note.</b> All Form 990 filers are required to complete Schedule O.	<b>38</b>	X

**Part V Statements Regarding Other IRS Filings and Tax Compliance**Check if Schedule O contains a response or note to any line in this Part V . . . . . 

- |     | Yes | No |
|-----|-----|----|
| 1a  | 36  |    |
| 1b  | 0   |    |
| 1c  |     |    |
| 2a  | 103 |    |
| 2b  | X   |    |
| 3a  | X   |    |
| 3b  | X   |    |
| 4a  | X   |    |
| 5a  | X   |    |
| 5b  | X   |    |
| 5c  |     |    |
| 6a  | X   |    |
| 6b  |     |    |
| 7a  |     |    |
| 7b  |     |    |
| 7c  |     |    |
| 7d  |     |    |
| 7e  |     |    |
| 7f  |     |    |
| 7g  |     |    |
| 7h  |     |    |
| 8   |     |    |
| 9a  |     |    |
| 9b  |     |    |
| 10a |     |    |
| 10b |     |    |
| 11a |     |    |
| 11b |     |    |
| 12a |     |    |
| 12b |     |    |
| 13a |     |    |
| 13b |     |    |
| 13c |     |    |
| 14a | X   |    |
| 14b |     |    |
- 1a** Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable. . . . .
- b** Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable. . . . .
- c** Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners? . . . . .
- 2a** Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return. . . . .
- b** If at least one is reported on line 2a, did the organization file all required federal employment tax returns? **Note.** If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions). . . . .
- 3a** Did the organization have unrelated business gross income of \$1,000 or more during the year? . . . . .
- b** If "Yes," has it filed a Form 990-T for this year? *If "No" to line 3b, provide an explanation in Schedule O.* . . . . .
- 4a** At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)? . . . . .
- b** If "Yes," enter the name of the foreign country: ► See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).
- 5a** Was the organization a party to a prohibited tax shelter transaction at any time during the tax year? . . . . .
- b** Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? . . . . .
- c** If "Yes" to line 5a or 5b, did the organization file Form 8886-T? . . . . .
- 6a** Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions? . . . . .
- b** If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible? . . . . .
- 7 Organizations that may receive deductible contributions under section 170(c).**
- a** Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor? . . . . .
- b** If "Yes," did the organization notify the donor of the value of the goods or services provided? . . . . .
- c** Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282? . . . . .
- d** If "Yes," indicate the number of Forms 8282 filed during the year . . . . .
- e** Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? . . . . .
- f** Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract? . . . . .
- g** If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required? . . . . .
- h** If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C? . . . . .
- 8 Sponsoring organizations maintaining donor advised funds.** Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year? . . . . .
- 9 Sponsoring organizations maintaining donor advised funds.**
- a** Did the sponsoring organization make any taxable distributions under section 4966? . . . . .
- b** Did the sponsoring organization make a distribution to a donor, donor advisor, or related person? . . . . .
- 10 Section 501(c)(7) organizations.** Enter:
- a** Initiation fees and capital contributions included on Part VIII, line 12 . . . . .
- b** Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities. . . . .
- 11 Section 501(c)(12) organizations.** Enter:
- a** Gross income from members or shareholders . . . . .
- b** Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.) . . . . .
- 12a Section 4947(a)(1) non-exempt charitable trusts.** Is the organization filing Form 990 in lieu of Form 1041? . . . . .
- b** If "Yes," enter the amount of tax-exempt interest received or accrued during the year. . . . .
- 13 Section 501(c)(29) qualified nonprofit health insurance issuers.**
- a** Is the organization licensed to issue qualified health plans in more than one state? . . . . .
- Note.** See the instructions for additional information the organization must report on Schedule O.
- b** Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans . . . . .
- c** Enter the amount of reserves on hand . . . . .
- 14a** Did the organization receive any payments for indoor tanning services during the tax year? . . . . .
- b** If "Yes," has it filed a Form 720 to report these payments? *If "No," provide an explanation in Schedule O* . . . . .

**Part VI Governance, Management, and Disclosure** For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions. Check if Schedule O contains a response or note to any line in this Part VI

### Section A. Governing Body and Management

- 1a Enter the number of voting members of the governing body at the end of the tax year . . . . .  
 If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.
- 1b Enter the number of voting members included in line 1a, above, who are independent . . . . .
- 2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? . . . . .
- 3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person? . . . . .
- 4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? . . . . .
- 5 Did the organization become aware during the year of a significant diversion of the organization's assets? . . . . .
- 6 Did the organization have members or stockholders? . . . . .
- 7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? . . . . .
- b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? . . . . .
- 8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:
- a The governing body? . . . . .
- b Each committee with authority to act on behalf of the governing body? . . . . .
- 9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O . . . . .

	Yes	No
1a	46	
1b	46	
2		X
3		X
4		X
5		X
6	X	
7a	X	
7b		X
8a	X	
8b	X	
9		X

### Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

- 10a Did the organization have local chapters, branches, or affiliates? . . . . .  
 b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes? . . . . .
- 11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? . . . . .  
 b Describe in Schedule O the process, if any, used by the organization to review this Form 990.
- 12a Did the organization have a written conflict of interest policy? If "No," go to line 13 . . . . .  
 b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? . . . . .  
 c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done . . . . .
- 13 Did the organization have a written whistleblower policy? . . . . .
- 14 Did the organization have a written document retention and destruction policy? . . . . .
- 15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? . . . . .  
 a The organization's CEO, Executive Director, or top management official . . . . .  
 b Other officers or key employees of the organization . . . . .  
 If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).
- 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? . . . . .  
 b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements? . . . . .

	Yes	No
10a	X	
10b		
11a	X	
12a	X	
12b	X	
12c	X	
13	X	
14	X	
15a	X	
15b	X	
16a		X
16b		

### Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed ► . . . . .
- 18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.  
 Own website    Another's website    Upon request    Other (explain in Schedule O)
- 19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
- 20 State the name, address, and telephone number of the person who possesses the organization's books and records: ► JILL LARSON, CFO 325 N. ST. PAUL STREET #700 DALLAS, TX 75201 214-571-1013

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

Check if Schedule O contains a response or note to any line in this Part VII. . . . .

**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

**1a** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)					(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations	
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee				
(1) JOHN ACKERMAN DIRECTOR	1.00 0.	X						0.	0.	0.
(2) MONICA ALONZO IMMEDIATE PAST CHAIR END: 9/18	2.00 0.	X	X					0.	0.	0.
(3) LAURA BEITLER DIRECTOR	1.00 0.	X						0.	0.	0.
(4) ROBBIE BRIGGS CHAIR-ELECT END: 9/18	6.00 0.	X	X					0.	0.	0.
(5) DAVE BROWN DIRECTOR	1.00 0.	X						0.	0.	0.
(6) WES CAYWOOD DIRECTOR	1.00 0.	X						0.	0.	0.
(7) JOHN CRAWFORD DIRECTOR	1.00 0.	X						0.	0.	0.
(8) COLE DAUGHERTY DIRECTOR	1.00 0.	X						0.	0.	0.
(9) SHARON DAVIS DIRECTOR	1.00 0.	X						0.	0.	0.
(10) CAROLYN DENT DIRECTOR	1.00 0.	X						0.	0.	0.
(11) CHAD ESTIS DIRECTOR	1.00 0.	X						0.	0.	0.
(12) LAURA ESTRADA DIRECTOR	1.00 0.	X						0.	0.	0.
(13) FRED EULER DIRECTOR	1.00 0.	X						0.	0.	0.
(14) DEAN FEARING DIRECTOR	1.00 0.	X						0.	0.	0.

**Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)**

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
( 15) ANDREA GATES DIRECTOR	1.00 0.	X						0.	0.	0.
( 16) JENNIFER GATES DIRECTOR	1.00 0.	X						0.	0.	0.
( 17) GUS GRANGER DIRECTOR	1.00 0.	X						0.	0.	0.
( 18) WANDA GRANIER DIRECTOR	1.00 0.	X						0.	0.	0.
( 19) DUSTI GROSKREUTZ DIRECTOR	1.00 0.	X						0.	0.	0.
( 20) DARREN GRUBB DIRECTOR	1.00 0.	X						0.	0.	0.
( 21) PEG HALL DIRECTOR	2.00 0.	X						0.	0.	0.
( 22) HATTIE HILL DIRECTOR	1.00 0.	X						0.	0.	0.
( 23) DARREN JAMES DIRECTOR	1.00 0.	X						0.	0.	0.
( 24) DAVE JOHNSON DIRECTOR	1.00 0.	X						0.	0.	0.
( 25) KAMAL KAUSHAL DIRECTOR	1.00 0.	X						0.	0.	0.
<b>1b Sub-total</b>								0.	0.	0.
<b>c Total from continuation sheets to Part VII, Section A</b>								3,410,813.	0.	318,269.
<b>d Total (add lines 1b and 1c)</b>								3,410,813.	0.	318,269.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ► 30

	Yes	No
3		X
4	X	
5		X

**Section B. Independent Contractors**

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
TRACY LOCKE 1999 BRYAN #3200 DALLAS, TX 75201	ADVERTISING	4,769,198.
2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization ► 1		

**Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)**

	(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)					(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations	
			Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee				
( 26)	JILL MAGNUSON DIRECTOR	1.00 0.		X					0.	0.	0.
( 27)	ROX MALLET DIRECTOR	1.00 0.		X					0.	0.	0.
( 28)	BETTY MANETTA DIRECTOR	1.00 0.		X					0.	0.	0.
( 29)	MIA MEACHEM DIRECTOR	1.00 0.		X					0.	0.	0.
( 30)	ADAM MEDRANO DIRECTOR	1.00 0.		X					0.	0.	0.
( 31)	DIANE MOREFIELD DIRECTOR	1.00 0.		X					0.	0.	0.
( 32)	HEIDI MURRAY DIRECTOR	1.00 0.		X					0.	0.	0.
( 33)	SCOTT MURRAY DIRECTOR	1.00 0.		X					0.	0.	0.
( 34)	ROSA OH DIRECTOR	1.00 0.		X					0.	0.	0.
( 35)	CARRIE PARSONS DIRECTOR	2.00 0.		X					0.	0.	0.
( 36)	MIKE PATEL DIRECTOR	1.00 0.		X					0.	0.	0.
<b>1b Sub-total . . . . . ►</b>											
<b>c Total from continuation sheets to Part VII, Section A . . . . . ►</b>											
<b>d Total (add lines 1b and 1c) . . . . . ►</b>											

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ► 30

	Yes	No
3		X
4	X	
5		X

**Section B. Independent Contractors**

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization ►

**Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)**

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
( 37) CHRIS PILAVAKIS DIRECTOR	1.00 0.	X						0.	0.	0.
( 38) JIM RODRIGUEZ DIRECTOR	1.00 0.	X						0.	0.	0.
( 39) ANDREA SANDERS DIRECTOR	1.00 0.		X					0.	0.	0.
( 40) TYRUS SANDERS DIRECTOR	1.00 0.		X					0.	0.	0.
( 41) JOHN TING DIRECTOR	1.00 0.		X					0.	0.	0.
( 42) JOHN TREVINO DIRECTOR	1.00 0.		X					0.	0.	0.
( 43) TONY VEDDA DIRECTOR	1.00 0.		X					0.	0.	0.
( 44) CAROL WEST DIRECTOR	1.00 0.		X					0.	0.	0.
( 45) GREG WHITE DIRECTOR	1.00 0.		X					0.	0.	0.
( 46) MARK WOELFFER CHAIRMAN	3.00 0.		X	X				0.	0.	0.
( 47) ROBBIE DOUGLAS DIRECTOR	1.00 0.		X					0.	0.	0.
<b>1b Sub-total</b>										
<b>c Total from continuation sheets to Part VII, Section A</b>										
<b>d Total (add lines 1b and 1c)</b>										

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ► 30

	Yes	No
3		X
4	X	
5		X

**Section B. Independent Contractors**

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
<b>2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization ►</b>		

**Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)**

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
( 48) ROSA FLEMING DIRECTOR	1.00 0.	X						0.	0.	0.
( 49) PHILLIP JONES PRESIDENT/CEO	50.00 0.		X					666,231.	0.	43,795.
( 50) MATTHEW JONES COO/CFO	50.00 0.			X				390,965.	0.	34,421.
( 51) SHERRY ANDRUS CORPORATE BOARD SECRETARY	50.00 0.			X				159,227.	0.	19,260.
( 52) DONALD KENT CHIEF SALES OFFICER	50.00 0.				X			387,709.	0.	37,442.
( 53) FRANK LIBRIO CHIEF MARKETING OFFICER	50.00 0.				X			258,739.	0.	27,970.
( 54) DAWN MCKENNEY CHIEF EXPERIENCE OFFICER	50.00 0.				X			219,645.	0.	24,975.
( 55) CHERYL RICHARDS CHIEF DIVERSITY & INCLUSION OF	50.00 0.				X			185,663.	0.	23,690.
( 56) MONICA PAUL EXECUTIVE DIRECTOR	50.00 0.				X			185,831.	0.	17,743.
( 57) MARK THOMPSON SR VP OF TOURISM	50.00 0.				X			222,539.	0.	20,342.
( 58) MARY GRIMLEY VP OF SALES	50.00 0.					X		136,440.	0.	15,296.
<b>1b Sub-total</b>										
<b>c Total from continuation sheets to Part VII, Section A</b>										
<b>d Total (add lines 1b and 1c)</b>										

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ► 30

	Yes	No
3		X
4	X	
5		X

**Section B. Independent Contractors**

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
<b>2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization ►</b>		

**Part VII** **Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)**

## **1b Sub-total**

**c Total from continuation sheets to Part VII, Section A**

**d Total (add lines 1b and 1c)**

**2** Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ► 30

	Yes	No
<b>3</b>		X
<b>4</b>	X	
<b>5</b>		X

### **Section B. Independent Contractors**

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

**Part VIII Statement of Revenue**Check if Schedule O contains a response or note to any line in this Part VIII. 

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514
<b>Contributions, Gifts, Grants and Other Similar Amounts</b>	<b>1a</b> Federated campaigns . . . . .	<b>1a</b>			
	<b>1b</b> Membership dues . . . . .	<b>1b</b>			
	<b>1c</b> Fundraising events . . . . .	<b>1c</b>			
	<b>1d</b> Related organizations . . . . .	<b>1d</b>			
	<b>1e</b> Government grants (contributions) . . . . .	<b>1e</b> 7,281,983.			
	<b>1f</b> All other contributions, gifts, grants, and similar amounts not included above . . . . .	<b>1f</b>			
	<b>g</b> Noncash contributions included in lines 1a-1f: \$ _____				
	<b>h Total. Add lines 1a-1f . . . . .</b>	<b>7,281,983.</b>			
<b>Program Service Revenue</b>		<b>Business Code</b>			
	<b>2a</b> FEES/CONTRACTS FROM GOV AGENCIES	<b>900099</b>	18,378,147.	18,378,147.	
	<b>b</b> TOURISM PUBLIC IMPROV DIS FEES	<b>900099</b>	16,514,029.	16,514,029.	
	<b>c</b> MEMBERSHIP DUES & ADMIN	<b>900099</b>	657,687.	657,687.	
	<b>d</b> REGISTRATION SERVICE	<b>900099</b>	32,627.	32,627.	
	<b>e</b>				
	<b>f</b> All other program service revenue . . . . .	<b>f</b>			
	<b>g Total. Add lines 2a-2f . . . . .</b>	<b>35,582,490.</b>			
<b>Other Revenue</b>	<b>3</b> Investment income (including dividends, interest, and other similar amounts). . . . .	<b>3</b>	239.		239.
	<b>4</b> Income from investment of tax-exempt bond proceeds .	<b>4</b>	0.		
	<b>5</b> Royalties . . . . .	<b>5</b>	123,471.	123,471.	
		(i) Real   (ii) Personal			
	<b>6a</b> Gross rents . . . . .	<b>a</b>			
	<b>b</b> Less: rental expenses . . . . .	<b>b</b>			
	<b>c</b> Rental income or (loss) . . . . .	<b>c</b>			
	<b>d</b> Net rental income or (loss) . . . . .	<b>d</b>	0.		
	<b>7a</b> Gross amount from sales of assets other than inventory	<b>7a</b>			
	<b>b</b> Less: cost or other basis and sales expenses . . . . .	<b>b</b>			
	<b>c</b> Gain or (loss) . . . . .	<b>c</b>			
	<b>d</b> Net gain or (loss) . . . . .	<b>d</b>	0.		
	<b>8a</b> Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18 . . . . .	<b>a</b>			
	<b>b</b> Less: direct expenses . . . . .	<b>b</b>			
	<b>c</b> Net income or (loss) from fundraising events . . . . .	<b>c</b>	0.		
	<b>9a</b> Gross income from gaming activities. See Part IV, line 19 . . . . .	<b>a</b>			
	<b>b</b> Less: direct expenses . . . . .	<b>b</b>			
	<b>c</b> Net income or (loss) from gaming activities . . . . .	<b>c</b>	0.		
	<b>10a</b> Gross sales of inventory, less returns and allowances . . . . .	<b>a</b>			
	<b>b</b> Less: cost of goods sold . . . . .	<b>b</b>			
	<b>c</b> Net income or (loss) from sales of inventory . . . . .	<b>c</b>	0.		
	<b>Miscellaneous Revenue</b>	<b>Business Code</b>			
	<b>11a</b> PTSP & SPONSORSHIPS	<b>900099</b>	1,105,820.	1,105,820.	
	<b>b</b> TICKET SALES	<b>900099</b>	217,628.	217,628.	
	<b>c</b> REBATE INCOME	<b>900099</b>	123,283.	123,283.	
	<b>d</b> All other revenue . . . . .	<b>d</b>	53,674.	53,674.	
	<b>e Total. Add lines 11a-11d . . . . .</b>	<b>e</b>	1,500,405.		
	<b>12 Total revenue. See instructions. . . . .</b>	<b>12</b>	44,488,588.	37,206,366.	239.

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX . . . . . 

<b>Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.</b>	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 . . . . .	0.			
2 Grants and other assistance to domestic individuals. See Part IV, line 22 . . . . .	0.			
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16 . . . . .	0.			
4 Benefits paid to or for members . . . . .	0.			
5 Compensation of current officers, directors, trustees, and key employees . . . . .	2,926,187.			
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) . . . . .	0.			
7 Other salaries and wages . . . . .	6,609,382.			
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions) . . . . .	259,147.			
9 Other employee benefits . . . . .	937,279.			
10 Payroll taxes . . . . .	644,765.			
11 Fees for services (non-employees):				
a Management . . . . .	0.			
b Legal . . . . .	127,070.			
c Accounting . . . . .	93,400.			
d Lobbying . . . . .	0.			
e Professional fundraising services. See Part IV, line 17. . . . .	0.			
f Investment management fees . . . . .	0.			
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.) . . . . .	2,138,162.			
12 Advertising and promotion . . . . .	15,299,180.			
13 Office expenses . . . . .	825,056.			
14 Information technology . . . . .	476,106.			
15 Royalties . . . . .	0.			
16 Occupancy . . . . .	910,612.			
17 Travel . . . . .	1,177,077.			
18 Payments of travel or entertainment expenses for any federal, state, or local public officials . . . . .	0.			
19 Conferences, conventions, and meetings . . . . .	1,699,356.			
20 Interest . . . . .	0.			
21 Payments to affiliates . . . . .	0.			
22 Depreciation, depletion, and amortization . . . . .	512,391.			
23 Insurance . . . . .	34,230.			
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a SPONSORSHIPS/PARTNERSHIPS	4,081,677.			
b CREATIVE PRODUCTION/RESEARCH	1,342,724.			
c TOURISM	686,484.			
d DUES & SUBSCRIPTIONS	218,284.			
e All other expenses	168,813.			
25 Total functional expenses. Add lines 1 through 24e	41,167,382.			
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here ► <input type="checkbox"/> if following SOP 98-2 (ASC 958-720) . . . . .	0.			

**Part X Balance Sheet**Check if Schedule O contains a response or note to any line in this Part X. 

		(A) Beginning of year	(B) End of year
Assets	1 Cash - non-interest-bearing .....	20,934,084.	16,760,004.
	2 Savings and temporary cash investments .....	0.	4,965,239.
	3 Pledges and grants receivable, net .....	0.	0.
	4 Accounts receivable, net .....	7,924,713.	10,536,328.
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L .....	225,000.	0.
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L .....	0.	0.
	7 Notes and loans receivable, net .....	1,837,225.	989,034.
	8 Inventories for sale or use .....	0.	0.
	9 Prepaid expenses and deferred charges .....	1,764,656.	1,750,529.
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 1,997,858.	
	b Less: accumulated depreciation .....	10b 1,612,072.	10c 385,786.
	11 Investments - publicly traded securities .....	0.	11 0.
	12 Investments - other securities. See Part IV, line 11 .....	0.	12 0.
	13 Investments - program-related. See Part IV, line 11 .....	0.	13 0.
	14 Intangible assets .....	549,242.	270,912.
	15 Other assets. See Part IV, line 11 .....	51,466.	51,466.
	16 Total assets. Add lines 1 through 15 (must equal line 34) .....	33,779,173.	35,709,298.
Liabilities	17 Accounts payable and accrued expenses .....	4,254,597.	3,364,647.
	18 Grants payable .....	0.	18 0.
	19 Deferred revenue .....	2,189,763.	19 803,487.
	20 Tax-exempt bond liabilities .....	0.	20 0.
	21 Escrow or custodial account liability. Complete Part IV of Schedule D .....	0.	21 0.
	22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L .....	0.	22 0.
	23 Secured mortgages and notes payable to unrelated third parties .....	0.	23 0.
	24 Unsecured notes and loans payable to unrelated third parties .....	0.	24 0.
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D .....	139,023.	279,048.
	26 Total liabilities. Add lines 17 through 25 .....	6,583,383.	26 4,447,182.
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here ► <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.		
	27 Unrestricted net assets .....	5,409,569.	27 7,045,670.
	28 Temporarily restricted net assets .....	21,786,221.	28 24,216,446.
	29 Permanently restricted net assets .....	0.	29 0.
	Organizations that do not follow SFAS 117 (ASC 958), check here ► <input type="checkbox"/> and complete lines 30 through 34.		
	30 Capital stock or trust principal, or current funds .....	30	
	31 Paid-in or capital surplus, or land, building, or equipment fund .....	31	
	32 Retained earnings, endowment, accumulated income, or other funds .....	32	
	33 Total net assets or fund balances .....	27,195,790.	33 31,262,116.
	34 Total liabilities and net assets/fund balances .....	33,779,173.	34 35,709,298.

**Part XI Reconciliation of Net Assets**Check if Schedule O contains a response or note to any line in this Part XI. 

1 Total revenue (must equal Part VIII, column (A), line 12) . . . . .	1	44,488,588.
2 Total expenses (must equal Part IX, column (A), line 25) . . . . .	2	41,167,382.
3 Revenue less expenses. Subtract line 2 from line 1 . . . . .	3	3,321,206.
4 Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A)) . . . . .	4	27,195,790.
5 Net unrealized gains (losses) on investments . . . . .	5	0.
6 Donated services and use of facilities . . . . .	6	0.
7 Investment expenses . . . . .	7	0.
8 Prior period adjustments . . . . .	8	745,120.
9 Other changes in net assets or fund balances (explain in Schedule O) . . . . .	9	0.
10 Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B)) . . . . .	10	31,262,116.

**Part XII Financial Statements and Reporting**Check if Schedule O contains a response or note to any line in this Part XII. 

	Yes	No
1 Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.		
2a Were the organization's financial statements compiled or reviewed by an independent accountant? . . . . . If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	2a	X
2b Were the organization's financial statements audited by an independent accountant? . . . . . If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	2b	X
2c If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.	2c	X
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? . . . . .	3a	X
3b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.	3b	

Form 990 (2017)

## Schedule of Contributors

OMB No. 1545-0047

- Attach to Form 990, Form 990-EZ, or Form 990-PF.  
► Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for the latest information.

2017

Name of the organization	Employer identification number
DALLAS CONVENTION & VISITORS BUREAU	75-2456622

Organization type (check one):

Filers of:

Form 990 or 990-EZ

Section:

- 501(c)(6) (enter number) organization  
 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation  
 527 political organization
- Form 990-PF
- 501(c)(3) exempt private foundation  
 4947(a)(1) nonexempt charitable trust treated as a private foundation  
 501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.

**Note:** Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

### General Rule

- For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

### Special Rules

- For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3 % support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of (1) \$5,000; or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h; or (ii) Form 990-EZ, line 1. Complete Parts I and II.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I, II, and III.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Don't complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year . . . . . ► \$ \_\_\_\_\_

**Caution:** An organization that isn't covered by the General Rule and/or the Special Rules doesn't file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it doesn't meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

Name of organization DALLAS CONVENTION &amp; VISITORS BUREAU

Employer identification number  
75-2456622**Part I** **Contributors** (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	OFFICE OF THE TEXAS GOVERNOR 1100 SAN JACINTO BLVD AUSTIN, TX 78711	\$ 7,281,983.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

**Name of organization** DALLAS CONVENTION & VISITORS BUREAU

**Employer identification number**

75-2456622

**Part II** **Noncash Property** (see instructions). Use duplicate copies of Part II if additional space is needed.

**Name of organization** DALLAS CONVENTION & VISITORS BUREAU

**Employer identification number**

75-2456622

**Part III** **Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor.** Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of **\$1,000 or less** for the year. (Enter this information once. See instructions.) ► \$ \_\_\_\_\_  
Use duplicate copies of Part III if additional space is needed.

**SCHEDULE D  
(Form 990)**Department of the Treasury  
Internal Revenue Service**Supplemental Financial Statements**

► Complete if the organization answered "Yes" on Form 990,  
Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.

► Attach to Form 990.  
► Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2017****Open to Public  
Inspection**

Name of the organization

DALLAS CONVENTION &amp; VISITORS BUREAU

Employer identification number

75-2456622

**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year .....		
2 Aggregate value of contributions to (during year) .....		
3 Aggregate value of grants from (during year) .....		
4 Aggregate value at end of year .....		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? .....		<input type="checkbox"/> Yes <input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? .....		<input type="checkbox"/> Yes <input type="checkbox"/> No

**Part II Conservation Easements.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).	
<input type="checkbox"/> Preservation of land for public use (e.g., recreation or education)	<input type="checkbox"/> Preservation of a historically important land area
<input type="checkbox"/> Protection of natural habitat	<input type="checkbox"/> Preservation of a certified historic structure
<input type="checkbox"/> Preservation of open space	
2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.	
a Total number of conservation easements .....	
b Total acreage restricted by conservation easements .....	
c Number of conservation easements on a certified historic structure included in (a) .....	
d Number of conservation easements included in (c) acquired after 7/25/06, and not on a historic structure listed in the National Register .....	
3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ► _____	
4 Number of states where property subject to conservation easement is located ► _____	
5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? .....	<input type="checkbox"/> Yes <input type="checkbox"/> No
6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ► _____	
7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ► \$ _____	
8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? .....	<input type="checkbox"/> Yes <input type="checkbox"/> No
9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.	

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items.
1b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:
(i) Revenue included on Form 990, Part VIII, line 1. .... ► \$ _____
(ii) Assets included in Form 990, Part X. .... ► \$ _____
2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:
a Revenue included on Form 990, Part VIII, line 1. .... ► \$ _____
b Assets included in Form 990, Part X. .... ► \$ _____

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule D (Form 990) 2017

JSA

7E1268 2.000

4446OF B47D 8/15/2019 1:40:26 PM V 17-7.10

138-1002959-1002959

PAGE 23

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)**

- 3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):
- |   |   |
|---|---|
| <b>a</b> <input type="checkbox"/> Public exhibition                   | <b>d</b> <input type="checkbox"/> Loan or exchange programs |
| <b>b</b> <input type="checkbox"/> Scholarly research                  | <b>e</b> <input type="checkbox"/> Other _____               |
| <b>c</b> <input type="checkbox"/> Preservation for future generations |   |
- 4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
- 5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?  Yes  No

**Part IV Escrow and Custodial Arrangements.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?  Yes  No
- b If "Yes," explain the arrangement in Part XIII and complete the following table:
- |           | Amount |
|-----------|--------|
| <b>1c</b> |        |
| <b>1d</b> |        |
| <b>1e</b> |        |
| <b>1f</b> |        |
- 2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?  Yes  No
- b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII

**Part V Endowment Funds.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
<b>1a</b> Beginning of year balance . . . . .					
<b>b</b> Contributions . . . . .					
<b>c</b> Net investment earnings, gains, and losses . . . . .					
<b>d</b> Grants or scholarships . . . . .					
<b>e</b> Other expenditures for facilities and programs . . . . .					
<b>f</b> Administrative expenses . . . . .					
<b>g</b> End of year balance . . . . .					

- 2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

a Board designated or quasi-endowment ► \_\_\_\_\_ %

b Permanent endowment ► \_\_\_\_\_ %

c Temporarily restricted endowment ► \_\_\_\_\_ %

The percentages on lines 2a, 2b, and 2c should equal 100%.

- 3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

(i) unrelated organizations . . . . .

(ii) related organizations . . . . .

b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?

- 4 Describe in Part XIII the intended uses of the organization's endowment funds.

**Part VI Land, Buildings, and Equipment.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
<b>1a</b> Land . . . . .				
<b>b</b> Buildings . . . . .				
<b>c</b> Leasehold improvements . . . . .		432,590.	268,141.	164,449.
<b>d</b> Equipment . . . . .		1,565,268.	1,343,931.	221,337.
<b>e</b> Other . . . . .				
<b>Total.</b> Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.) . . . . . ►				385,786.

**Part VII Investments - Other Securities.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives .....		
(2) Closely-held equity interests .....		
(3) Other _____		
(A) _____		
(B) _____		
(C) _____		
(D) _____		
(E) _____		
(F) _____		
(G) _____		
(H) _____		

Total. (Column (b) must equal Form 990, Part X, col. (B) line 12.) ►

**Part VIII Investments - Program Related.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) _____		
(2) _____		
(3) _____		
(4) _____		
(5) _____		
(6) _____		
(7) _____		
(8) _____		
(9) _____		

Total. (Column (b) must equal Form 990, Part X, col. (B) line 13.) ►

**Part IX Other Assets.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1) _____	
(2) _____	
(3) _____	
(4) _____	
(5) _____	
(6) _____	
(7) _____	
(8) _____	
(9) _____	

Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.) ►

**Part X Other Liabilities.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value	
(1) Federal income taxes		
(2) DEFERRED SUPPORT	181,427.	
(3) DEFERRED RENT	97,621.	
(4) _____		
(5) _____		
(6) _____		
(7) _____		
(8) _____		
(9) _____		

Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ► 279,048.

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII

## **Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements . . . . .	1	44,998,336.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains (losses) on investments . . . . .	2a	
b	Donated services and use of facilities . . . . .	2b	509,748.
c	Recoveries of prior year grants . . . . .	2c	
d	Other (Describe in Part XIII.) . . . . .	2d	
e	Add lines 2a through 2d . . . . .	2e	509,748.
3	Subtract line 2e from line 1 . . . . .	3	44,488,588.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b . . . . .	4a	
b	Other (Describe in Part XIII.) . . . . .	4b	
c	Add lines 4a and 4b . . . . .	4c	
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.) . . . . .	5	44,488,588.

## **Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements .....	1	41,677,130.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities .....	2a	509,748.
b	Prior year adjustments .....	2b	
c	Other losses .....	2c	
d	Other (Describe in Part XIII.) .....	2d	
e	Add lines 2a through 2d .....	2e	509,748.
3	Subtract line 2e from line 1 .....	3	41,167,382.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b .....	4a	
b	Other (Describe in Part XIII.) .....	4b	
c	Add lines 4a and 4b .....	4c	
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.) .....	5	41,167,382.

**Part XIII**    **Supplemental Information.**

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

SEE PAGE 5

**Part XIII Supplemental Information (continued)**

SCHEDULE D, PART X, LINE 2

LIABILITY FOR UNCERTAIN TAX POSITIONS:

THE ORGANIZATION IS EXEMPT FROM FEDERAL INCOME TAX UNDER 501(C)(6) OF THE UNITED STATES INTERNAL REVENUE CODE, EXCEPT TO THE EXTENT IT HAS UNRELATED BUSINESS INCOME. FOR THE YEAR ENDED SEPTEMBER 30, 2018, UNRELATED BUSINESS INCOME DID NOT RESULT IN ANY MATERIAL NET TAXABLE INCOME, THEREFORE NO PROVISION FOR INCOME TAX HAS BEEN PROVIDED IN THE ACCOMPANYING FINANCIAL STATEMENTS. THE ORGANIZATION IS REQUIRED TO FILE AN ANNUAL FORM 990-T WITH THE UNITED STATES INTERNAL REVENUE SERVICE FOR UNRELATED BUSINESS INCOME OF WEBSITE ADVERTISING.

THE ORGANIZATION EVALUATES TAX POSITIONS TAKEN OR EXPECTED TO BE TAKEN IN THE COURSE OF PREPARING THE ORGANIZATION'S TAX RETURNS TO DETERMINE WHETHER THE TAX POSITIONS ARE MORE-LIKELY-THAN-NOT OF BEING SUSTAINED BY THE APPLICABLE TAX AUTHORITY. TAX POSITIONS NOT DEEMED TO MEET THE MORE-LIKELY-THAN-NOT THRESHOLD WOULD BE RECORDED AS A TAX BENEFIT OR EXPENSE IN THE CURRENT YEAR. AS OF SEPTEMBER 30, 2018, THE ORGANIZATION HAD NO UNCERTAIN TAX POSITIONS. THE ORGANIZATION IS RELYING ON ITS TAX-EXEMPT STATUS AND ITS ADHERENCE TO ALL APPLICABLE LAWS AND REGULATIONS TO PRESERVE THAT STATUS. HOWEVER, THE CONCLUSIONS REGARDING ACCOUNTING FOR UNCERTAINTY IN INCOME TAXES WILL BE SUBJECT TO REVIEW AND MAY BE ADJUSTED AT A LATER DATE BASED ON FACTORS INCLUDING, BUT NOT LIMITED TO, ONGOING ANALYSIS OF TAX LAWS, REGULATIONS AND INTERPRETATIONS THEREOF.

THE ORGANIZATION RECOGNIZES INTEREST AND PENALTIES, IF ANY, RELATED TO UNCERTAIN TAX POSITIONS AS INCOME TAX EXPENSE. THE ORGANIZATION'S

**Part XIII Supplemental Information (continued)**

INFORMATIONAL RETURNS ARE GENERALLY SUBJECT TO EXAMINATION FOR THREE YEARS AFTER THE LATER OF THE DUE DATE OR DATE OF FILING. AS A RESULT, THE ORGANIZATION IS NO LONGER SUBJECT TO INCOME TAX EXAMINATIONS BY TAX AUTHORITIES FOR YEARS PRIOR TO 2015.

**SCHEDULE F  
(Form 990)**Department of the Treasury  
Internal Revenue Service**Statement of Activities Outside the United States**

► Complete if the organization answered "Yes" on Form 990, Part IV, line 14b, 15, or 16.

► Attach to Form 990.

► Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2017****Open to Public  
Inspection**

Name of the organization

DALLAS CONVENTION &amp; VISITORS BUREAU

Employer identification number

75-2456622

**Part I General Information on Activities Outside the United States.** Complete if the organization answered "Yes" on Form 990, Part IV, line 14b.

**1 For grantmakers.** Does the organization maintain records to substantiate the amount of its grants and other assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?  Yes  No

**2 For grantmakers.** Describe in Part V the organization's procedures for monitoring the use of its grants and other assistance outside the United States.

**3 Activities per Region.** (The following Part I, line 3 table can be duplicated if additional space is needed.)

(a) Region	(b) Number of offices in the region	(c) Number of employees, agents, and independent contractors in the region	(d) Activities conducted in the region (by type) (such as, fundraising, program services, investments, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in the region	(f) Total expenditures for and investments in the region
(1) EAST ASIA AND THE PACIFIC	0.	1.	PROGRAM SERVICES	TOURISM MARKETING	196,347.
(2) EUROPE	0.	4.	PROGRAM SERVICES	TOURISM MARKETING	305,150.
(3) SOUTH AMERICA	0.	1.	PROGRAM SERVICES	TOURISM MARKETING	156,339.
(4) NORTH AMERICA	0.	1.	PROGRAM SERVICES	TOURISM MARKETING	5,750.
(5)					
(6)					
(7)					
(8)					
(9)					
(10)					
(11)					
(12)					
(13)					
(14)					
(15)					
(16)					
(17)					
3a Sub-total		7.			663,586.
b Total from continuation sheets to Part I					
c Totals (add lines 3a and 3b)		7.			663,586.

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

JSA

7E1274 1.000

4446OF B47D 8/15/2019 1:40:26 PM V 17-7.10

**Schedule F (Form 990) 2017**

138-1002959-1002959

PAGE 29

**Part II Grants and Other Assistance to Organizations or Entities Outside the United States.** Complete if the organization answered "Yes" on Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Part II can be duplicated if additional space is needed.

1	(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of noncash assistance	(h) Description of noncash assistance	(i) Method of valuation (book, FMV, appraisal, other)
(1)									
(2)									
(3)									
(4)									
(5)									
(6)									
(7)									
(8)									
(9)									
(10)									
(11)									
(12)									
(13)									
(14)									
(15)									
(16)									

2 Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter . . . . . ►

3 Enter total number of other organizations or entities . . . . . ►

**Part III Grants and Other Assistance to Individuals Outside the United States.** Complete if the organization answered "Yes" on Form 990, Part IV, line 16.  
Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Region	(c) Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of noncash assistance	(g) Description of noncash assistance	(h) Method of valuation (book, FMV, appraisal, other)
(1)							
(2)							
(3)							
(4)							
(5)							
(6)							
(7)							
(8)							
(9)							
(10)							
(11)							
(12)							
(13)							
(14)							
(15)							
(16)							
(17)							
(18)							

**Part IV Foreign Forms**

- 1 Was the organization a U.S. transferor of property to a foreign corporation during the tax year? If "Yes,"  
*the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926)* . . . . .  Yes  No
- 2 Did the organization have an interest in a foreign trust during the tax year? If "Yes,"  
*the organization may be required to separately file Form 3520, Annual Return To Report Transactions With Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A; don't file with Form 990)* . . . . .  Yes  No
- 3 Did the organization have an ownership interest in a foreign corporation during the tax year? If "Yes,"  
*the organization may be required to file Form 5471, Information Return of U.S. Persons With Respect To Certain Foreign Corporations (see Instructions for Form 5471)* . . . . .  Yes  No
- 4 Was the organization a direct or indirect shareholder of a passive foreign investment company or a  
qualified electing fund during the tax year? If "Yes,"  
*the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund (see Instructions for Form 8621)* . . . . .  Yes  No
- 5 Did the organization have an ownership interest in a foreign partnership during the tax year? If "Yes,"  
*the organization may be required to file Form 8865, Return of U.S. Persons With Respect to Certain Foreign Partnerships (see Instructions for Form 8865)* . . . . .  Yes  No
- 6 Did the organization have any operations in or related to any boycotting countries during the tax year? If  
"Yes,"  
*the organization may be required to separately file Form 5713, International Boycott Report (see Instructions for Form 5713; don't file with Form 990)* . . . . .  Yes  No

**Part V****Supplemental Information**

Provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method; amounts of investments vs. expenditures per region); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information (see instructions).

---

**SCHEDULE J**  
**(Form 990)**Department of the Treasury  
Internal Revenue Service**Compensation Information**

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- Complete if the organization answered "Yes" on Form 990, Part IV, line 23.  
 ► Attach to Form 990.  
 ► Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2017****Open to Public Inspection**

Name of the organization

DALLAS CONVENTION &amp; VISITORS BUREAU

Employer identification number

75-2456622

**Part I Questions Regarding Compensation**

- 1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- First-class or charter travel  
 Travel for companions  
 Tax indemnification and gross-up payments  
 Discretionary spending account

<input type="checkbox"/>
<input type="checkbox"/>
<input checked="" type="checkbox"/>
<input type="checkbox"/>

- Housing allowance or residence for personal use  
 Payments for business use of personal residence  
 Health or social club dues or initiation fees  
 Personal services (such as, maid, chauffeur, chef)

	Yes	No
<b>1b</b>	X	

- b** If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain . . . . .

- 2** Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a? . . . . .

- 3** Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- Compensation committee  
 Independent compensation consultant  
 Form 990 of other organizations

<input type="checkbox"/>
<input checked="" type="checkbox"/>
<input type="checkbox"/>

- Written employment contract  
 Compensation survey or study  
 Approval by the board or compensation committee

<b>2</b>	X

- 4** During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

- a** Receive a severance payment or change-of-control payment? . . . . .  
**b** Participate in, or receive payment from, a supplemental nonqualified retirement plan? . . . . .  
**c** Participate in, or receive payment from, an equity-based compensation arrangement? . . . . .

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

	X
<b>4b</b>	X
<b>4c</b>	X

**Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.**

- 5** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

- a** The organization? . . . . .  
**b** Any related organization? . . . . .

If "Yes" on line 5a or 5b, describe in Part III.

<b>5a</b>	

<b>5b</b>	

- 6** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

- a** The organization? . . . . .  
**b** Any related organization? . . . . .

If "Yes" on line 6a or 6b, describe in Part III.

<b>6a</b>	

<b>6b</b>	

- 7** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III.

<b>7</b>	

- 8** Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III . . . . .

<b>8</b>	

- 9** If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)? . . . . .

<b>9</b>	

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2017

**Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

**Note:** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title	(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1 PHILLIP JONES PRESIDENT/CEO	(i) 457,528.	196,703.	12,000.	30,529.	13,266.	710,026.	
	(ii) 0.	0.	0.	0.	0.	0.	
2 MATTHEW JONES COO/CFO	(i) 254,823.	128,042.	8,100.	22,533.	11,888.	425,386.	
	(ii) 0.	0.	0.	0.	0.	0.	
3 SHERRY ANDRUS CORPORATE BOARD SECRETARY	(i) 98,927.	30,000.	30,300.	12,362.	6,898.	178,487.	
	(ii) 0.	0.	0.	0.	0.	0.	
4 DONALD KENT CHIEF SALES OFFICER	(i) 279,609.	100,000.	8,100.	23,751.	13,691.	425,151.	
	(ii) 0.	0.	0.	0.	0.	0.	
5 FRANK LIBRIO CHIEF MARKETING OFFICER	(i) 200,639.	50,000.	8,100.	20,521.	7,449.	286,709.	
	(ii) 0.	0.	0.	0.	0.	0.	
6 DAWN MCKENNEY CHIEF EXPERIENCE OFFICER	(i) 157,520.	54,025.	8,100.	16,375.	8,600.	244,620.	
	(ii) 0.	0.	0.	0.	0.	0.	
7 CHERYL RICHARDS CHIEF DIVERSITY & INCLUSION OF	(i) 137,563.	40,000.	8,100.	13,775.	9,915.	209,353.	
	(ii) 0.	0.	0.	0.	0.	0.	
8 MONICA PAUL EXECUTIVE DIRECTOR	(i) 139,531.	40,000.	6,300.	13,044.	4,699.	203,574.	
	(ii) 0.	0.	0.	0.	0.	0.	
9 MARY GRIMLEY VP OF SALES	(i) 136,440.	0.	0.	7,112.	8,184.	151,736.	
	(ii) 0.	0.	0.	0.	0.	0.	
10 MARK THOMPSON SR VP OF TOURISM	(i) 156,239.	60,000.	6,300.	15,412.	4,930.	242,881.	
	(ii) 0.	0.	0.	0.	0.	0.	
11 GAYLA FUSSELL DIRECTOR OF NATIONAL ACCOUNTS	(i) 121,757.	36,313.	0.	6,120.	6,442.	170,632.	
	(ii) 0.	0.	0.	0.	0.	0.	
12 JAY MARSH REGIONAL DIRECTOR OF SALES	(i) 118,038.	32,559.	0.	5,975.	5,089.	161,661.	
	(ii) 0.	0.	0.	0.	0.	0.	
13 DENA RAMBO DIRECTOR OF NATIONAL ACCOUNTS	(i) 111,406.	31,941.	0.	6,002.	8,702.	158,051.	
	(ii) 0.	0.	0.	0.	0.	0.	
14 DEBORAH BURLESON DIRECTOR OF NATIONAL ACCOUNTS	(i) 112,333.	33,477.	0.	4,634.	10,371.	160,815.	
	(ii) 0.	0.	0.	0.	0.	0.	
15	(i)						
	(ii)						
16	(i)						
	(ii)						

**Part III Supplemental Information**

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

SCHEDULE J, PART I, LINE 1A

HEALTH OR SOCIAL CLUB DUES:

THE ORGANIZATION PROVIDES A WELLNESS BENEFIT FOR 24HR FITNESS FOR ALL

EMPLOYEES IF THEY CHOOSE TO USE IT, AND A YMCA MEMBERSHIP FOR PHILLIP

JONES, PRESIDENT/CEO. THESE BENEFITS ARE TAXABLE AND REPORTED IN THE W-2

WAGES FOR EACH RECIPIENT.

**SCHEDULE O  
(Form 990 or 990-EZ)**Department of the Treasury  
Internal Revenue Service**Supplemental Information to Form 990 or 990-EZ**Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.

► Attach to Form 990 or 990-EZ.

► Information about Schedule O (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2017****Open to Public  
Inspection**

Name of the organization

DALLAS CONVENTION &amp; VISITORS BUREAU

Employer identification number

75-2456622

FORM 990, PART VI, SECTION A, LINE 1A

## DELEGATION OF AUTHORITY:

THE CHAIRMAN OF THE BOARD SHALL APPOINT AN EXECUTIVE COMMITTEE WITH ALL  
THE POWERS OF THE BOARD TO MANAGE THE CORPORATION BETWEEN BOARD MEETINGS.

FORM 990, PART VI, SECTION A, LINE 6

## MEMBERS:

THE ORGANIZATION HAS ONE CLASS OF MEMBERS, WHO SHALL HAVE NO VOTING  
RIGHTS. THE BOARD OF DIRECTORS ESTABLISH THE VARIOUS TRADE AND  
INDUSTRY-BASED CATEGORIES OF MEMBERSHIP. ALL PERSONS AND ORGANIZATIONS  
THAT FALL WITHIN ONE OF THE ESTABLISHED CATEGORIES OF MEMBERSHIP AND ARE  
INTERESTED IN THE PURPOSE AND OBJECTIVES OF DCVB SHALL BE ELIGIBLE FOR  
MEMBERSHIP UPON APPROVAL BY THE BOARD OF DIRECTORS AND PAYMENT OF  
MEMBERSHIP DUES.

FORM 990, PART VI, SECTION A, LINE 7A

## MEMBERS WITH POWER TO APPOINT GOVERNING BODY:

THE MEMBERS HAVE THE ABILITY TO NOMINATE A CERTAIN NUMBER OF  
REPRESENTATIVES TO THE BOARD BASED ON THEIR INDUSTRY CATEGORY.

FORM 990, PART VI, SECTION B, LINE 11B

## FORM 990 REVIEW PROCESS:

THE FORM 990 IS PREPARED BY AN INDEPENDENT ACCOUNTING FIRM. ONCE  
PREPARED, THE RETURN IS REVIEWED BY THE INTERNAL ACCOUNTANTS AND

Name of the organization DALLAS CONVENTION & VISITORS BUREAU	Employer identification number 75-2456622
---	--

MANAGEMENT PRIOR TO FILING.

FORM 990, PART VI, SECTION B, LINE 12C

COMPLIANCE WITH WRITTEN CONFLICT OF INTEREST POLICY:

ANNUALLY, EMPLOYEES AND BOARD MEMBERS RECEIVE A REVISED POLICY AND PROCEDURES MANUAL AND MUST SIGN A FORM STATING THEY HAVE READ AND UNDERSTAND ALL POLICIES AND GUIDELINES SET FORTH IN THE MANUAL. IF SOMETHING IS BROUGHT TO THE ATTENTION OF THE OFFICERS AND DIRECTORS, IT IS INVESTIGATED AND APPROPRIATE ACTION IS TAKEN. IF A CONFLICT IS FOUND TO EXIST, THE CONFLICTED MEMBER ABSTAINS FROM DISCUSSIONS AND VOTING.

FORM 990, PART VI, SECTION B, LINES 15A & 15B

COMPENSATION REVIEW:

THE BOARD OF DIRECTORS REVIEWS THE PRESIDENT/CHIEF EXECUTIVE OFFICER'S GOALS AND SETS THE ANNUAL COMPENSATION. ALL OTHER OFFICERS AND KEY EMPLOYEES ARE REVIEWED BY THEIR DIRECT SUPERVISOR LIKE THE CEO OR ONE OF THE OTHER OFFICERS IN A FORMAL COMPENSATION REVIEW PROCESS BASED ON PERFORMANCE BY GOALS AND OBJECTIVES. THE CHIEF EXECUTIVE OFFICER'S COMPENSATION REVIEW IS DOCUMENTED IN THE BOARD'S MEETING MINUTES AND THE OTHER REVIEWS ARE DOCUMENTED IN HUMAN RESOURCE PERSONNEL FILES.

FORM 990, PART VI, SECTION C, LINE 19

DOCUMENTS AVAILABLE TO THE PUBLIC:

THE ORGANIZATION MAKES ITS GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY, AND FINANCIAL STATEMENTS AVAILABLE TO THE PUBLIC BY ACCEPTING REQUESTS IN WRITING AND SCHEDULING AN APPOINTMENT TO REVIEW THE REQUESTED

Name of the organization

DALLAS CONVENTION &amp; VISITORS BUREAU

**Employer identification number**

75-2456622

DOCUMENTS.

FORM 990, PART XII, LINE 2C

COMMITTEE'S OVERSIGHT AND SELECTION PROCESS:

THE ORGANIZATION HAS A COMMITTEE THAT ASSUMES RESPONSIBILITY OF THE  
OVERSIGHT OF THE AUDIT AND SELECTION OF AN INDEPENDENT ACCOUNTANT.

THERE WAS NO CHANGE TO THE PROCESS DURING THE YEAR.

FORM 990, PART XI, LINE 8

PRIOR PERIOD ADJUSTMENTS:

THE SEPTEMBER 30, 2017, FINANCIAL STATEMENTS HAVE BEEN RESTATED FOR  
COMPUTATIONAL ERRORS IN THE CONTRACT RECEIVABLE, DEFERRED REVENUE,  
ALLOWANCE FOR DOUBTFUL ACCOUNTS RECEIVABLE - SPECIAL EVENT TRUST FUNDS  
AND ACCRUED LIABILITIES - SPECIAL EVENT TRUST FUNDS.